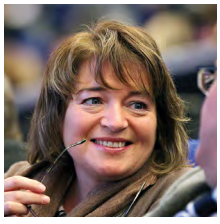
YOUR BRAND MATTERS

Showcase it to the event professionals who need it the most.

2017 MPI ADVERTISING & SPONSORSHIP GUIDE

MPI

MEETING PROFESSIONALS INTERNATIONAL



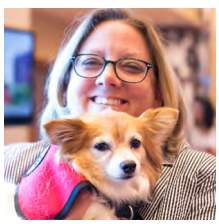
Your brand matters. Showcase it to the people who need it the most.

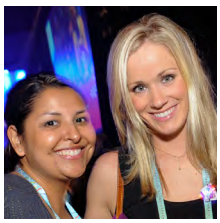
MPI is the largest and most vibrant meeting and event industry association in the world.

Our global community of 60,000 professionals, including more than 17,000 engaged members and the Plan Your Meetings audience, is committed to innovative solutions, passionate about helping people succeed, and always searching for new products and services. They seek to create and maintain relationships with the best. Position your brand to the people who are vigorously leading the industry so you can create long-lasting, substantial partnerships.

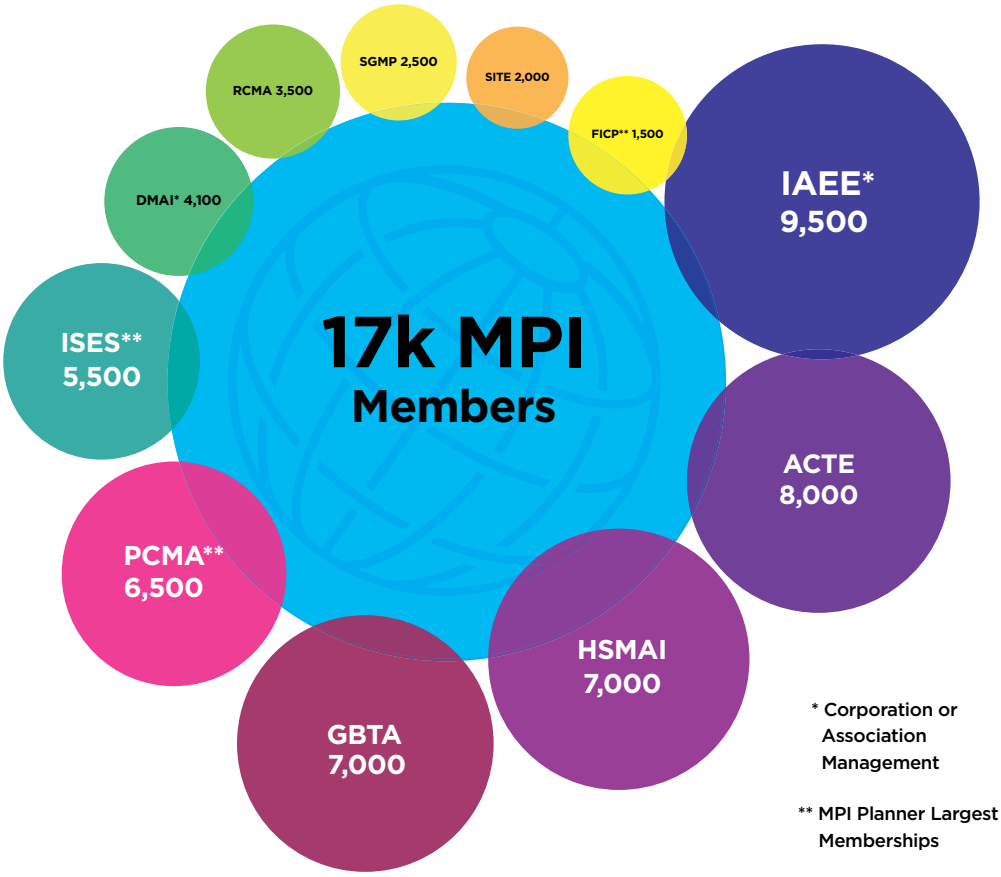
Contents

GLOBAL BUYING POWER 3-4
INTEGRATED PROGRAMS 5-6
THE MEETING PROFESSIONAL® MAGAZINE 7
EDITORIAL CALENDAR 8-9
MAGAZINE RATES AND SPECIFICATIONS 10-11
THE MEETING PROFESSIONAL® SUPPLEMENTS 12
DIGITAL EDITION 13
CONFERENCE PUBLICATIONS 14-15
PYM ANNUAL 16
E-NEWSLETTERS 17-18
MPI AND PYM WEB SITES 19-20
DIGITAL MARKETING 21-22
SPONSORSHIPS AND LIVE EVENTS 23-24
MPI ACADEMY 25-26
CONTACT US 27





A community with unsurpassed buying power.



* Corporation or Association Management

** MPI Planner Largest Memberships

MPI vs PCMA

MPI'S PLANNER MEMBERS 6,898

PCMA'S PLANNER MEMBERS 1,616

"Being a member of MPI has given to me more ways than I can actually count."

Carol Norfleet, EVP and COO, Destination Nashville

4.8k
PLANNERS EXCLUSIVE TO MPI

$11.5 BILLION
IN BUYING DECISIONS CONTROLLED BY EXCLUSIVE MPI PLANNERS

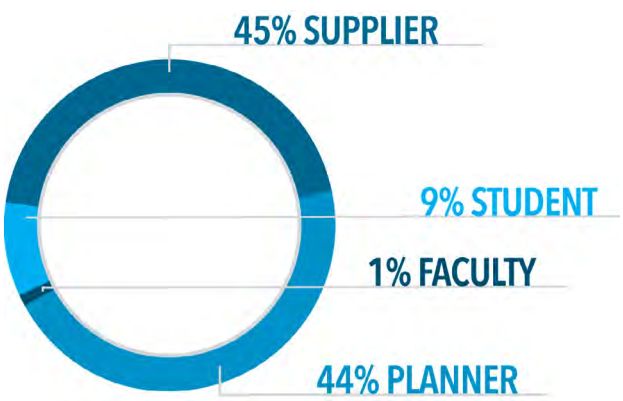
$26 BILLION
IN BUYING DECISIONS ARE CONTROLLED BY MPI MEMBERS.

86%
OF MPI MEMBERS BUY FROM SUPPLIERS THAT ADVERTISE WITH MPI.

17k
ENGAGED MEMBERS REPRESENTING 71 COUNTRIES

Membership Overview

GLOBAL MEMBERSHIP:



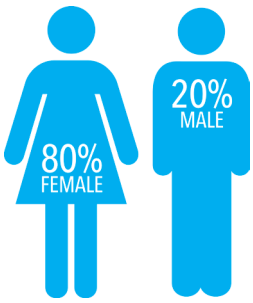
MPI PLANNER MEMBER PROFILE:

43.9% 3,030 — CORPORATE PLANNERS

23.6% 1,622 — ASSOCIATION PLANNERS

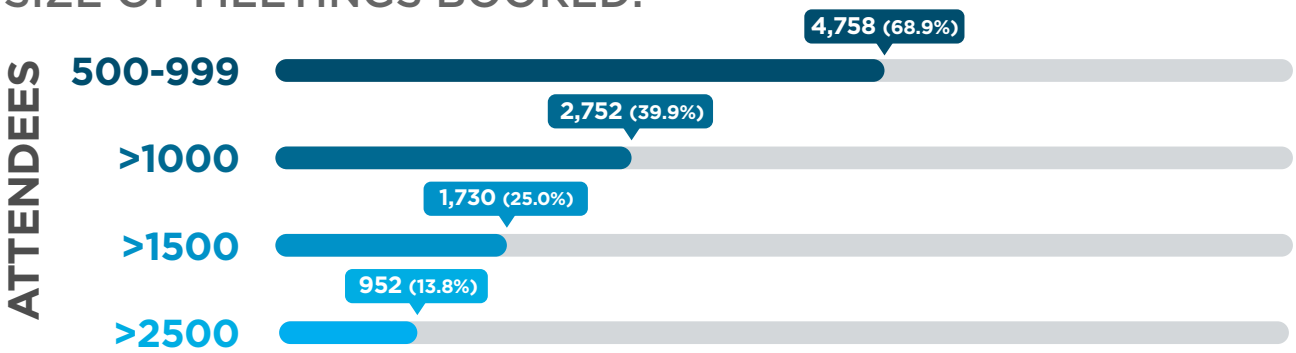
29.6% 2,043 — THIRD PARTY PLANNERS

2.9% 203 — GOVERNMENT PLANNERS



44 AVERAGE AGE MPI MEMBER

MPI PLANNER MEMBERS SIZE OF MEETINGS BOOKED:



> "I became a member of MPI to grow my career, build my business, and to be part of the largest hospitality association in the world... I think MPI really is the best at what we do."

Rebecca DeLuca, Sales Executive, LUNA

Integrated Programs

Target the audience you want with strategic solutions. MPI's partnership programs put you in front of motivated buyers. We leverage our database and customize programs to give you direct access to members looking for your product or service, and who have the power to buy it.

Maximize your sales potential through one of our five exclusive partnership programs. Starting at just $25,000, each is specifically designed with elements that will differentiate your brand on a scale that suits your budget.

elite

The ultimate in brand visibility and customization.

- Choose from a multitude of options for advertising and sponsorships.
- Access global or regional buying-power data for our members to help you pinpoint the exact buyers for your product or service—get up to six customizable profile reports.

advantage

A customized program of sponsorships and advertising.

- Access global or regional buying-power data for our members—receive up to three customizable profile reports.

signature

A strong combination of value and vigorous marketing channels.

- Receive an assortment of added value benefits.

select

Solid results for smaller budgets

- Choose from a wide scope of sponsorships and advertising.

choice

Entry-level program with solid results for smaller budgets.

- Choose from carefully selected sponsorship and advertising opportunities.

Collaborate with an MPI Director of Business Development to develop a custom strategy for maximum audience engagement.

66%

OF U.S. FORTUNE 100 COMPANIES EMPLOY MPI PLANNER MEMBERS AS DECISION-MAKERS.

Integrated Programs

Once you have selected your program from the five levels, determine your advertising buy, then choose from the products available:

Here's a sample some of our products.

- Chapter Business Summit
- Keynote Speakers at Signature Events
- Core Content Packages
- CMM Program
- Chapter Leader Forum
- Planner Toolbox
- Meetings Outlook
- IMEX America Receptions
- Certificate programs
- Webinars
- Industry Training
- Digital Advertising

Products subject to change.

Added-Value Partnership Program Benefits

	choice	select	signature	advantage	elite
Custom Opportunities					
Targeted Membership Emails				3	6
Annual Report					
Run-of-Site Side Banner Ad			1 month	2 months	3 months
MPI Foundation Partnership Upgrade					
Signature Event Registration		1	1	1	2
MPI Membership		1 Preferred	1 Preferred	1 Premier	2 Premier
Strategic Account Management					
Event Mail List					
Brand Package					

Our flagship publication is your ticket to brand awareness:

The Meeting Professional®

Our award-winning magazine *The Meeting Professional*® is an industry standout that both celebrates MPI members and delivers timely content that is relevant to them. Rated as a top value of membership*, it's the perfect opportunity for your brand to shine.

The Meeting Professional:

- More than 60 top awards for design and editorial—the most in the industry.
- Reaches more than 45,000 global industry professionals.
- Reaches members of the International Association of Events and Exhibitions (IAEE)
- Is delivered in both print and a new digital edition.

Awards for *The Meeting Professional* include:

- 2016 American Society of Business Publication Editors (AZBEE) Top 10 National Finalist for Overall Excellence, Magazine of the Year
- 2016 National Gold AZBEE Award for Feature Article Design
- 2016 Central Region AZBEE Award for Overall Excellence.
- 2016 Central Region AZBEE Awards for Feature Article General Interest, Individual Profile and Onsite Trade Show Coverage (WEC Onsite Daily)

* According to the 2015 MPI Membership Satisfaction Survey

A|S|B|P|E
Fostering B2B editorial excellence
American Society of Business Publication Editors
2016 Top 10 Magazine of the Year
Revenue of over $3 million

A|S|B|P|E
Fostering B2B editorial excellence
American Society of Business Publication Editors
2016 National **DESIGN** *Gold*
Revenue of over $3 million

The Meeting Professional®

2017 Editorial Calendar

Content Subject to Change

	January (Special Edition)	February	March	April	May	June
Feature	Caesars	Meetings Security	Ethics	Meeting Speaker Trends	Convention Centers	State of the Industry
Feature	Caesars	International Meetings	F&B	Health/ Wellness	International Meetings	Lifestyle
Feature	Caesars	Meetings Outlook	Education	Sustainability Trends	Meetings Outlook	Leadership
Showcase		Alberta Hawaii	Latin America Texas Northwest Meetings	Asia/South Pacific Arizona Ohio	California Louisiana	Central Florida Hawaii
Supplements		Medical/ Pharma Meetings Emerging Destinations	Florida	Gaming Mountain Meetings	Midwest Northeast Meetings	Value of CVBs
Special Section		Meeting Hotels	Technology Meetings Australia	Southeast Missouri	Health Sciences Golf Resort/ Spa Meetings	Virginia Carolinas
Annual					Plan Your Meetings Annual	
Bonus Distribution at Industry Events		EMEC	CBI/Pharma Forum		IMEX Frankfort	WEC
Ad Close Date	11/14/16	12/12/16	1/16/17	2/13/17	3/13/17	4/17/17
Ad Materials Due	11/21/16	12/19/16	1/23/17	2/20/17	3/20/17	4/24/17

The Meeting Professional®

2017 Editorial Calendar

Content Subject to Change

	July	August	September	October	November	December
Feature	Medical Meetings	Careers	Hotel Trends	CVB Trends	Feature/Profile	Year in Review
Feature	RISE/WEC	Technology	Emerging Destinations	Event Design	Technology	New MPI chair profile
Feature	Digital Marketing	Meetings Outlook	Sponsorships	Contingency Planning	Meetings Outlook	
Showcase	Southeast Illinois Reno/Tahoe	Las Vegas Texas	Capital Region Los Angeles	Georgia Northern California Caribbean	Greater NY/NJ Quebec Phoenix	Gulf Coast International Meetings
Supplements	Recognizing Industry Leadership* Coastal Meetings	Canada Convention Centers	Guide to IMEX America	Florida	Texas	Carolinas Incentive Meetings
Special Section	Innovation/Event Apps Atlantic Canada	New Mexico Arkansas Wisconsin	Wellness Oklahoma Alabama	Sports Events & Meetings Ontario Michigan	Unique Venues Midwest	Las Vegas Colorado
Annual				Plan Your Meetings Annual		
Bonus Distribution at Industry Events	DMAI WEC Presidents Dinner*	GBTA Incentive Works		IMEX America	ibtm world	
Ad Close Date	5/15/17	6/19/17	7/17/17	8/14/17	9/18/17	10/16/17
Ad Materials Due	5/22/17	6/26/17	7/24/17	8/21/17	9/25/17	10/23/17

*special close 4/17/17

The Meeting Professional®
Rates

Four-Color Ads, Per Insertion:

Size	1x		3x		6x		9x		12x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full page	$10,775	$9,155	$9,740	$8,275	$9,220	$7,835	$8,100	$7,710	$7,645	$7,280
2/3 page	$9,220	$7,835	$8,310	$7,060	$7,785	$6,615	$6,885	$6,555	$6,145	$5,850
1/2 page	$7,525	$6,395	$6,750	$5,735	$6,365	$5,410	$5,680	$5,405	$5,100	$4,855
1/3 page	$5,975	$5,075	$5,330	$4,530	$5,065	$4,305	$4,455	$4,240	$3,940	$3,750

Four-Color Spreads, Per Insertion:

Size	1x		3x		6x		9x		12x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full page	$14,530	$12,350	$13,115	$11,145	$12,330	$10,480	$10,930	$10,405	$9,730	$9,265
Half page	$11,680	$9,925	$10,520	$8,940	$9,995	$8,495	$8,795	$8,375	$7,875	$7,500

Four-Color Ads, Per Insertion:

Size	1x		2x or More	
	Gross	Net Rates	Gross	Net Rates
1/4 page	$3,380	$2,870	$2,740	$2,325
1/6 page	$1,820	$1,545	$1,560	$1,325

Premium Positions:

(Guaranteed premium positions are an additional 10% to gross rate)

	Gross	Net Rates
Inside front cover gatefold (4 pages)	$34,765	$29,550
Inside front cover spread	$22,585	$19,195
Reverse cover gatefold (2 pages)	$27,760	$23,595
Gatefold inside (3 pages)	$20,630	$17,535
Belly band (printed at advertiser's expense)	$20,895	$17,760

Inserts/Outserts*:

(Printed at advertiser's expense)

Single leaf – 2 pages**	$10,900	$9,265
4 pages**	$13,630	$11,585
8 pages**	$16,350	$13,895
12 pages***	$20,495	$17,420
Inserts over 12 pages*** (per page)	$1,440	$1,220

Business Reply Card (BRC)

$1,300 $1,105

If an advertiser has an annual schedule worth more than $30,000 the BRC is free if attached to a full-page ad.

*Outserts/Supplements
Outserts are same rates as Inserts except for additional postage cost to advertiser. Maximum weight is 3.3 oz. to qualify for periodical mailing rate.

**Page 1 = 1 side

***12 pages or more require magna-stripping for an additional $1,000 net.

The Meeting Professional®

- **Format 1:** Three pages; one full-page ad and two pages advertorial/photos, premium placement within first half of the magazine. Limited to one sold each issue. **$21,840 gross/$18,560 net**
- **Format 2:** Two pages; one full-page ad and one page advertorial/photos, premium placement about halfway into pub. Limited to one sold each issue. **$10,920 gross/$9,280 net**
- **Format 3:** Two pages; one full-page ad and one page advertorial/photos, positioned in back half of pub. Limited to one sold each issue. **$9,820 gross/$8,345 net**
- **Special Section:** 2 pages; one full page advertisement and one page advertorial/photos. In appropriate special section **$8,610 gross/$7,315 net**
- Each issue can accommodate one of each format

The Meeting Professional®
Specifications

Trim size of magazine:
The overall trim size of the magazine is 8 1/8" wide by 10 7/8" high and 1/8" minimum thickness.

Print Advertising Specifications

Ad Size	Non-Bleed	Bleed
Full page	7" x 10"	8 3/8" x 11 1/8"
Full-page spread	15 1/2" x 10"	16 1/2" x 11 1/8"
2/3-page vertical	4 1/2" x 10"	5" x 11 1/8"
1/2-page island	4 1/2" x 7 1/2"	N/A
1/2-page horizontal	7" x 4 7/8"	8 3/8" x 5 5/8"
1/2-page spread	15 1/2" x 4 7/8"	16 1/2" x 5 5/8"
1/3-page vertical	2 1/4" x 10"	N/A
1/3-page square	4 1/2" x 4 7/8"	N/A
1/4-page horizontal	7" x 2 7/16"	N/A
1/4-page island	3 1/2" x 4 7/8"	N/A
1/6-page vertical	2 1/4" x 4 7/8"	N/A

Gatefold Specifications

Gatefolds require space to fold – page sizes are listed below.

Regular Cover Gatefold (4 Pages)

	Page Sizes	Bleed	Total Size
Outside flap	7 1/2″ x 10 7/8″	+ 1/8″	7 3/4″ x 11 1/8″
Inside flap	7 1/2″ x 10 7/8″	+ 1/8″	7 3/4″ x 11 1/8″
Gutter panel	7 7/8″ x 10 7/8″	+ 1/8″	8 1/8″ x 11 1/8″
Full page (right-hand read)	8 1/8″ x 10 7/8″	+ 1/8″	8 3/8″ x 11 1/8″

Reverse Cover Gatefold (2 Pages)

	Page Sizes	Bleed	Total Size
Front cover flap	7 1/2″ x 10 7/8″	+ 1/8″	7 3/4″ x 11 1/8″
Gutter panel	7 1/2″ x 10 7/8″	+ 1/8″	8 1/8″ x 11 1/8″

Inside Feature Gatefold (3 Pages)

	Page Sizes	Bleed	Total Size
Gutter panel	7 7/8″ x 10 7/8″	+ 1/8″	8 1/8″ x 11 1/8″
Inside flap	7 1/2″ x 10 7/8″	+ 1/8″	7 3/4″ x 11 1/8″
Outside flap	7 1/2″ x 10 7/8″	+ 1/8″	7 3/4″ x 11 1/8″

Important notes:

YOU MUST add crop marks to all gatefold ads.
Keep type and logos 1/2″ from both gutter and trim.
Draft of final creative must be approved by MPI six weeks prior to issue date.

Belly Bands

Dimensions:

Width: 8 5/8" x 5" FRONT, then add 1 1/2" for overlap (glue area) = 18 3/8"

Height: 5"

Total size: 18 3/8" x 5"

Paper stock weight:
Minimum of 60 lb. Text
Maximum of 100 lb. Cover

Quantity to ship:
Dependent upon distribution

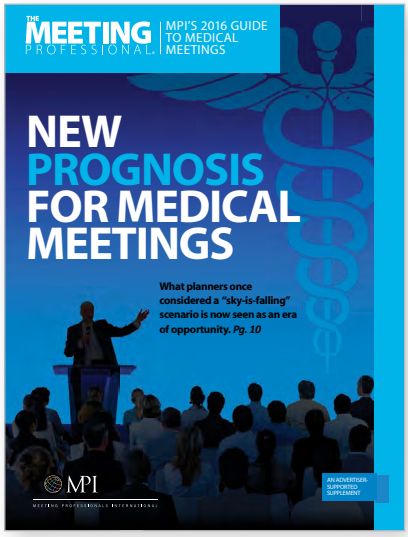
Approval process:
Draft of final creative must be approved by MPI six weeks prior to issue date. Once approval is received, belly bands are to be preprinted at advertiser's expense and delivered to the printer.

The Meeting Professional® Advertorial Specifications

- **Format 1:** Total two pages of Advertorial Copy (text only) for three pages of advertorial:
  - **a.** With two high-res images, can be no more than 900 words
  - **b.** With four high-res images, can be no more than 700 words
- **Format 2:** Total one page of Advertorial Copy (text only) for two pages of advertorial:
  - **a.** With one high-res image, can be no more than 400 words
- **Format 3:** Total one page of Advertorial Copy (text only) for two pages of advertorial:
  - **a.** With one high-res image, can be no more than 400 words

The Meeting Professional® Supplements

The magazine add-ons are equally impressive.
Target your audience even more directly with our supplements that focus on anchor features and destinations. The rate includes a complimentary advertorial so you can provide your own specific message to our palnner members. Supplements are also distributed at MPI conferences and industry trade shows attended by MPI staff.



Supplement Rates

	Gross	Net Rates
Full-page spread ad with two full pages of advertorial	$12,330	$10,480
Full-page ad with full page of advertorial	$9,220	$7,835
Half-page spread ad with full page of advertorial	$9,220	$7,835
Half-page ad with half page of advertorial	$6,365	$5,410

Supplement Premium Positions

	Gross	Net Rates
Inside front cover or back cover ad, no advertorial	$8,050	$6,840
Inside back cover ad with matching advertorial	$10,120	$8,600
First full-page ad with matching advertorial	$10,120	$8,600

Supplement Advertorial Specifications

1. Advertorial will ideally be a combination of text and graphics. MPI will create a consistent template and will lay out all submitted copy and graphics for each advertorial.
2. Copy (text only) should be submitted as a Microsoft Word document.
3. All graphics and images should be submitted as full-size, 300 dpi resolution; CMYK and saved as TIF, JPEG or EPS.
4. Copy (text only) word counts for full-page advertorial:
   a. FULL PAGE ADVERTORIAL with one-line headline without logo - maximum 400 words.
   b. FULL PAGE ADVERTORIAL with one-line headline with logo - maximum 380 words.
   c. FULL PAGE ADVERTORIAL with two-line headline without logo - maximum 360 words.
   d. FULL PAGE ADVERTORIAL with two-line headline with logo - maximum 320 words.
5. Copy (text only) word counts for half-page advertorial:
   a. HALF PAGE ADVERTORIAL with one-line headline - maximum 250 words.
   b. HALF PAGE ADVERTORIAL with two-line headline - maximum 220 words.

Supplement Ad Specifications

Trim size of publication: The overall trim size is 8" wide by 10 1/2" high.

Ad Size	Non-Bleed Specifications	Bleed Specifications
Full page	7" x 9 1/2"	8 1/4" x 10 3/4"
Full-page spread	15" x 9 1/2"	16 1/4" x 10 3/4"
1/2-page horizontal	7" x 4 1/2"	8 1/4" x 5 1/8"
1/2-page spread	15" x 4 1/2"	16 1/4" x 5 1/8"
NOTE: Bleed ad specifications include the 1/8" added to trim size		

The Meeting Professional® Digital Edition

MPI members can choose to receive the print edition, digital edition or both. The digital edition uses scalable, non-Flash technology that can be viewed on any desktop, laptop, or mobile device. All advertisers are included in the digital edition at no extra charge. And advertising partners can choose to add many exciting elements to their regular print ad including multi-media, cover sponsorships, digital belly bands, leaderboards, navigation bar ads and more.

Digital Edition Rates

Full Digital Edition	Gross	Net
Cover Sponsorship	$9,265/month	$7,875/month
Leaderboard	$6,180/month	$5,250 /month
Navigation Bar	$4,325/month	$3,675 /month
On The Ad		
Belly Band	$4,325/month	$3,675 /month
Rich Media Video	$3,090/month	$2,625/month
Rich Media Slideshow	$3,090/month	$2,625 /month
Rich Media Audio	$1,855/month	$1,575 /month

The Meeting Professional Digital Edition Specs

Cover Sponsorship
Location: Adjacent to publication cover
Size: Full page built to magazine specs
Format: High resolution PDF
Features: Can link to internal or external pages

Leaderboard Ad
Location: Above the digital issue, within the interface
Size: 728w x 90h (pixels)
Format JPEG, GIF, animated GIF
Features: Supports JavaScript ad tag (must work in iFrame), link to URL

Navigation Bar Ad
Location: Above the digital issue, in the toolbar
File size: 230w x 28h (pixels)
Format: EPS preferred (PNG, JPEG, GIF, TIFF accepted) Other: If ad is transparent, use background color to match the navigation bar

Belly Band
Location: Overlays ad page
Size for Two Pages: 800w x 175h suggested max (pixels)
Size for Single Page: 500w x 175h suggested max (pixels)
Format: JPEG, GIF, animated GIF
Features: Can select page position, link to URL

AUDIO/VIDEO

GTxcel Hosted Video
Hosting option is recommended for reliability and visibility across platforms.
Location: Overlays ad page
Size and Length: 100 MB max/Up to 4 minutes for optimal performance (recommended)
Format: h264
Gtxcel can convert to h264: .MP4, .MOV, .FLV, .WMV, .AVI
Design: Video should include at least one extra second of play
PDF/Page Setup: If video is embedded or accessed via hotspot, add placeholder or icon to PDF Placeholder should be slightly smaller than media element (height/width) and the same aspect ratio
Features: Click to open from hotspot or autoplay
Other: Not available for viewing offline or from mobile web reader

Slideshow
Slideshow module lets readers play or swipe through images and their accompanying captions.
Location: Overlays ad page
Portrait file size: 576w x 768h minimum (pixels)
Landscape file size: 768w x 576h minimum (pixels)
Format: JPG, GIF, PNG, TIF, BMP
Design: Minimum 2 images, suggested maximum of 50 images
Images should be RGB (not CMYK)
Caption text (if separate from image) appears in translucent field at bottom of module
Features: Autoplay or click/tap to play
Platforms: Digital edition, Mobile app
Other: Turn full-screen mode off? (Default: no). If caption text is separate, provide captions in list with corresponding image name (suggested maximum of 450 characters per caption including spaces).

Conference Publications

***MPI Onsite,* the award-winning official WEC newspaper**, is delivered directly to most guest rooms, where readers are likely to spend more time with it. Also distributed at the conference center, it's packed with the latest, most pertinent conference and industry news.

- Previews of professional development, networking and educational opportunities, vital to attendees, for the day ahead.
- Review of previous day's experiences.
- Digital edition of MPI Onsite is distributed to all MPI members.

Drive traffic to your business with:

- Repeat impressions.
- Direct access each morning to key decision-makers.
- Ability to highlight your brand, or your company's conference sponsorship.

Premium placements enhance brand visibility:

- Belly band to spotlight your brand message.
- Special cover positions—sticky notes: front cover, inside front cover or inside back cover.

Rates

4-color	Gross	Net	Run
Back cover	$19,855	$16,875	3 days
Inside front cover	$16,865	$14,335	3 days
Inside back cover	$15,310	$13,010	3 days
Full page facing Schedule-at-a-Glance	$13,755	$11,690	3 days
Full page facing conference photo page (Mon. & Tues. only, ROP on Sun.)	$13,495	$11,470	3 days
Full page	$12,195	$10,365	3 days
1/2-page horizontal	$8,445	$7,175	3 days
1/4 page	$4,290	$3,645	3 days
Belly Bands	$9,220	$7,835	Per day
Insert (8 pgs.)	$13,890	$11,805	Per day
Insert (4 pgs.)	$7,010	$5,955	Per day

See page 15 for ad dimension

***MPIpulse,* Conference Edition**

This highly read e-Newsletter ramps up to a daily edition (instead of weekly) during WEC, spotlighting the latest news, behind-the-scenes stories and conference schedules.

Top banner	$8,700	$7,395	3 days
Side banner #1 or #2	$6,230	$5,295	3 days
Side banner #3	$3,775	$3,205	3 days

See page 17 for ad dimensions.

Print publication dates for WEC:
Ad reservation due: May 5, 2017
Ad materials due: May 12, 2017

***MPIpulse* dates for WEC:** June 19-22, 2017
***MPIpulse* dates for IMEX America:** October 10-12, 2017

Conference Publications

Recent award for MPI's Onsite daily:

2016 Central Region AZBEE Award
Onsite Trade Show Coverage

2014 EXCEL Bronze Award
Convention Daily Newspaper, Association Media & Publishing

2011 Bronze National Award
Editorial: On-site Trade Show Coverage, American Society of Business Publication Editors

2011 EXCEL Silver Award
Convention Daily Newspaper, Association Media & Publishing

Specifications

Overall publication trim size:	**9" wide x 12" high**
Ad size	**Non-bleed**
Full-page	8" x 11"
1/2-page horizontal	8" x 5.5"
1/4-page	4.25" x 5.5"
1/4-page spread	17" x 6.5"

Belly Bands (a band wrapped around the publication and stitched on, may print 4/0 or 4/4)

Overall size of *MPI OnSite* daily newspaper:	**9" wide x 12" high**
Belly band dimensions:	18" x 3"
Image area:	9" x 4" for the front 9" x 4" for the back (these are live areas with no overlap)

If the belly band is provided, please contact MPI for binding lip requirements.

Paper stock weight:	Minimum—80 lb. text	Maximum—80 lb. cover

Quantity to ship: 3,000

Inserts for *MPI OnSite* Daily

Tip-on insert will be affixed with removable glue

Loose/random insert will float	
Maximum size:	8" x 11"
Minimum size:	3" x 4"
Maximum stock weight:	100 lb. text
Minimum stock weight:	70 lb. text (if 4 pgs. or more) 80 lb. text (if single leaf)

Final draft of all inserts and belly bands must be approved by MPI prior to printing. In the event a proof is not sent for approval and any extra charges are incurred after receipt by MPI, the advertiser will be invoiced for those charges.

Materials deadline for WEC 2016: May 12, 2017

Plan Your Meetings

Rates & Specifications

The award-winning PYM annual guide, available in both print and digital editions, prepares meeting and event planners for challenges they'll face in the years to come and features a "Practical Guide to Meeting Planning". Distributed in print and digital formats to 30,000 primarily non-titled corporate meeting and event planners.

Rates

Ad Size	Digital	Print 2x	Print 1x
Two-page spread	$5,000	$18,320	$9,750
Full page	$3,750	$12,550	$6,650
2/3 Vertical	-	$10,750	$5,700
1/2 Island	$2,250	$9,180	$4,885
1/2 Horizontal	$2,250	$9,180	$4,885
1/3 Vertical	-	$7,820	$4,160
1/3 Square	-	$7,820	$4,160

Specifications

Publication Trim	7.875" x 10.875"
Single Page Ads	
Live Area	7" x 10"
Blead	8.125" x 11.125"
Two Page Spreads	
Live Area	15" x 10"
Bleed	16"x 11.125"
Trim	15.75" x 10.875"
Fractional Ad Sizes	
2/3 Vertical	4.625" x 10"
1/2 Island	4.625" x 7.375"
1/2 Horizontal	7" x 4.625"
1/3 Vertical	2.25" x 10"
1/3 Square	4.625" x 4.875"

Delivery of Materials

Ads can be submitted on CD or DVD disk. We can accept FTP transfers, and smaller file sizes can be sent as email attachments. Please indicate the publication name on all packages, email attachments or uploads.

If you will be adding augmented reality to your ad, at that time please also submit:

- Instructions for what you want the reader to experience.*
- Media files comprising that augmented experience. Layered PSD files, all image and video formats, and 3D animation are acceptable.
- What calls-to-action you want (i.e., Like us on Facebook).
- URLs, emails or other items that will link to calls-to-action

** If you are in need of assistance building your augmented reality experience, an additional hourly rate of $250 will apply.*

- We prefer press-optimized high-resolution PDF files in the following file formats: InDesign CS5 (and above), EPS or PDF.
- If providing packaged projects, supply all placed images and fonts.
- Make sure all colors used are CMYK.
- Minimum 300 dpi image resolution. The final size should not exceed that of the original file.
- Logos and line are scans should be minimum 600 dpi resolution.
- Include .125" on all sides for bleed ads.
- Live matter should be .5" from trim.
- Supply a color proof of your ad. We cannot be held responsible for color or content discrepancies occurring on press with supplied files.
- Clearly identify your materials by client and insertion info.

Award-winning E-Newsletters

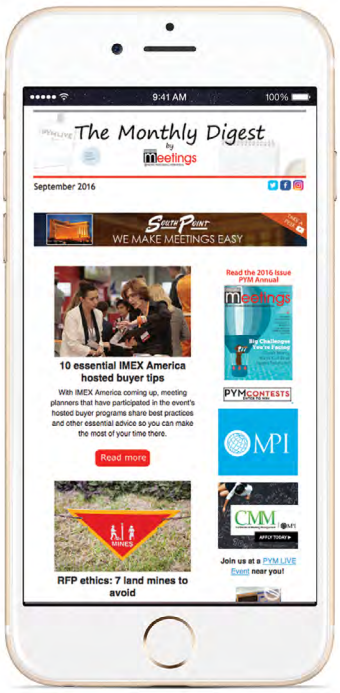
Email is an essential component to any brand's integrated marketing program. MPI offers a variety of high-impact, widely-read e-newsletters to reach and connect with members. Average open rates are **28 percent**, well above the industry average of 11 percent.*

MPI NewsBrief - NewsBrief delivers curated travel and meetings industry news to over 18,000 recipients every Monday, Wednesday, and Friday.

MPIpulse - Delivered every Tuesday to over 14,500 members, the award-winning *MPIpulse* features a rich collection of stories on industry news and professional development, as well as MPI members and our chapters in action.

PYM - Reach more than 25,000 non-titled meeting and event planners by aligning your brand with our monthly PYM Digest of curated web content; expand your messaging to our social media audience via our Weekly Deals and Highlights newsletters and web feature; or put the focus on your destination in one of our Destination Spotlight newsletters with a link to your own guide.

*eNonProfit Benchmark Study, 2015



Award-winning E-Newsletters

MPIpulse

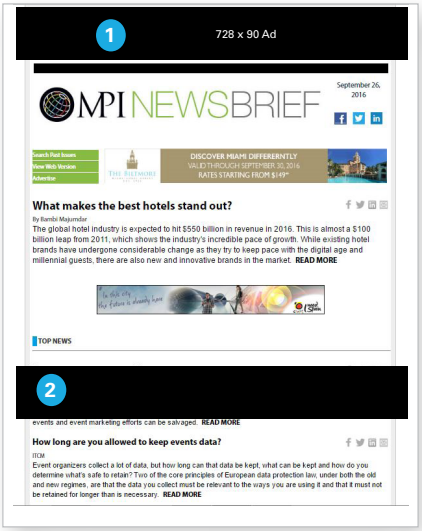
1. Top Banner
2. Side Banner #2
3. Side Banner #3
4. Side Banner #4

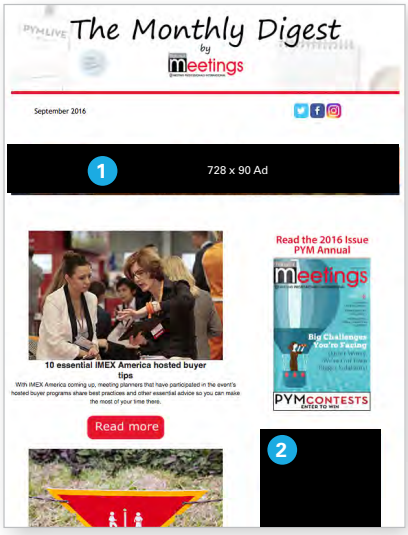
MPI NewsBrief

1. Top Banner
2. Sponsored Content

PYM

1. Top Banner
2. Side Banner





e-Newsletter Specs

MPIpulse

Top banner: 728w x 90h (pixels).
File size: 25K max
Format: 72 dpi/GIF, JPG,
no Flash (SWF) or third-party tags

Side banner #1-#4: 180w x 150h (pixels).
File size: 25K max
Format: 72 dpi/GIF, JPG,
no Flash (SWF) or third-party tags

MPI NewsBrief

Top banner: 728w x 90h (pixels).
File size: 25K max
Format: 72 dpi/GIF, JPG,
no Flash (SWF) or third-party tags

PYM The Monthly Digest

Top banner: 728w x 90h (pixels).
File size: 25K max
Format: 72 dpi/GIF, JPG,
no Flash (SWF) or third-party tags

Side banner: 180w x 150h (pixels).
File size: 25K max
Format: 72 dpi/GIF, JPG,
no Flash (SWF) or third-party tags

For additional information, contact
your Director of Business Development

e-Newsletter Rates

MPIpulse	Gross	Net
Top banner	$4,810/week	$4,085/week
Side banner #2 or #3	$3,515/week	$2,985/week
Side banner #4	$2,080/week	$1,765/week

MPI NewsBrief	Gross	Net
Top banner	$6,180/3x week	$5,250/3x week
Sponsored Content	$5,560/3x week	$4,725/3x week

PYM		
Top banner	$5,000	
Side banner	$3,500	

MPI & PYM Website

Make strong connections, everywhere.
Our web platforms bring greater member connectivity, convenient access to knowledge and information, and strategic placement for advertising partners.

High Impact

Choose from a variety of home page opportunities such as Sponsored Video, Premium Graphic Ad, Catfish, and more. The MPI and PYM websites give your digital advertisement varying real estate at rates suitable for any budget.

mpiweb.org
1 million user sessions generating 3.9 million page views annually

MPI Speaker Resource

MPI Speaker Resource provides access to over 8,000 speakers, presenters and subject matter experts. Ads appear during search results, putting your brand in front of MPI Chapter Leaders and members as they frequent the site to support their events and professional development objectives.

MPI Speaker Resource

Plan Your Meetings @Meeting Professionals International

planyourmeetings.com

15k

UNIQUE USERS EACH MONTH,
80% NEW AND 20% REPEAT

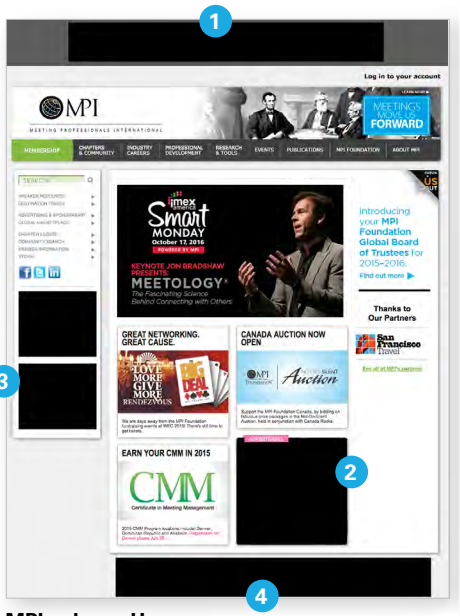
Website

MPI Website Rates

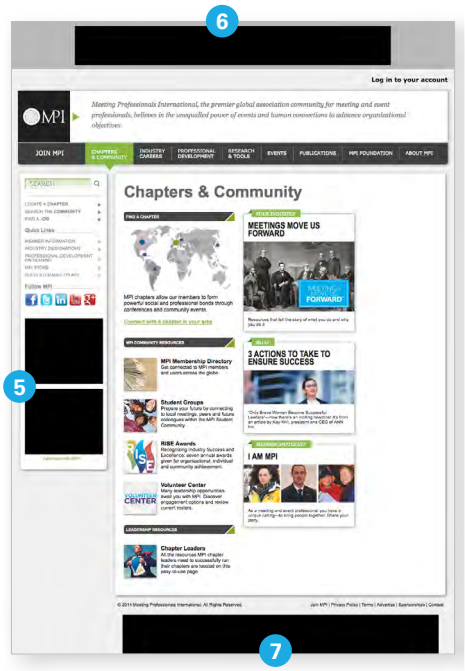
Home Page Banners	Gross	Net
1 Home page top banner only	$5,590/month	$4,750/month
2 Home page advertorial*	$4,810/month	$4,085/month
3 Home page side banner only	$4,810/month	$4,085/month
4 Home page catfish banner only	$5,590/month	$4,750/month
Home page sponsored video*	$10,500/month	$8,925/month
Home page premium graphic ad*	$9,265/month	$7,875/month
MPIweb: Run-of-Site Banners		
5 Run-of-site side banner	$3,515/month	$2,985/month
6 Run-of-site top banner	$4,810/month	$4,085/month
7 Run-of-site bottom banner	$1,180/month	$1,000/month
MPIweb: Speaker Resource Banner		
Run-of-site internal banner	$4,575/month	$3,885/month

MPI Web Audience Retargeting - contact your Director of Business Development for current rate information

*Exclusive placement for the full month



MPIweb.org Home



MPIweb.org Run of Site

Web Banner Specs

Home page top banner
Dimensions: 728w x 90h (pixels)
File size: 50K max
Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tag

Side banner
Dimensions: 180w x 150h (pixels)
File size: 50K max
Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Catfish banner
Dimensions: within 728w x 90h (pixels)
File size: 75K max
Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Sponsored Video*
Size & Length 100 MB maximum
Up to 4 minutes for optimal performance, less than
60 seconds recommended
File Formats. MPEG4, .MOV, .FLV, .WMV, or .AVI

Premium Graphic Ad*
Dimensions: 180w x 150h (pixels) (image)
760w x 600h pixels (expanded premium graphic image)
File size: 50K max
Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Home page advertorial*
Word count: 300
Advertorial format: Word
Full image dimensions: 700 pixels wide, 300–350 pixels tall
Teaser image dimensions: 255–122 pixels tall
Format: 72 dpi/GIF, JPG

Run-of-site bottom banner
Dimensions: 728w x 90h (pixels)
File size: 50K max
Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

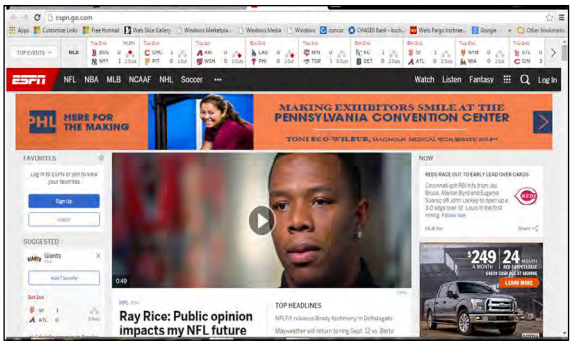
Run-of-site top banner
Dimensions: 728w x 90h (pixels)
File size: 50K max
Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Speaker Resource internal banner
Dimensions: 728w x 90h (pixels)
File size: 50K max
Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Digital Marketing

Web Audience Retargeting

Our advertising partners can follow MPI web visitors after they leave our site. You can choose from several banner sizes and select the number of impression blocks you wish to reach.



Web Audience Retargeting

Social Media Retargeting – Facebook

Facebook's custom audience feature offers the ability to retarget MPI web visitors. Facebook retargeting ads can appear in both the Sidebar (right rail) and News Feed sections. Facebook ads have great engagement potential and excellent performance results.

Retargeting Specifications

Animated Ads

- We recommend a maximum of 18 frames per second.
- We recommend a maximum animation length of 30 seconds with no more than two loops.

Clicktags

Clicktags should be set up in the following format: clickTag

- For further clarification, please visit: http://flashclicktag.com/
- Ads serving within an IFrame should open in a new window when clicked.

ClickTag Actionscript Code:

```
on (release) {

getURL (clickTAG, "_blank");
```

Tip: Please only implement one clicktag in each swf file as our platform does not support multiple clicktags within one Flash file.

Advanced/HTML Ads

HTML/Advanced tags require macros. Please insert the following macros as needed:

{{clickTag}} / {{escapedClickTag}}

Used for click tracking. Insert directly before the click through URL. Use the escaped version if passing the click tag as part of a URL.

{{cacheBust}}

A random number generated with each impression to stay out of the cache.

{{keyword}} / {{escapedKeyword}}

Used to get the keyword that was used for targeting the impression. Use the escaped version if passing this macro as part of a URL.

Social Media Retargeting

Retargeting Specs

Web Audience Retargeting
Image dimensions: 300w x 250h and 728w x 90h (pixels)
File size: 40K max (GIF, JPG, PNG)

Facebook Retargeting
Image dimensions: 254w x 133h and 600w x315h (pixels)
Headline: 25 characters (including spaces)
Body Text: 50 characters (including spaces)
Destination URL

Retargeting Rates

Retargeting	Impressions	Gross	Net
Web audience retargeting and social media retargeting on Facebook	300,000	$9,265	$7,875

Digital Marketing

Programmatic Advertising

As opposed to traditional advertising that requires a specific media, programmatic eliminates guesswork and provides the ability to target a specific database as users travel around the web, reaching a highly-focused group of MPI and PYM professionals.

- Duration: your campaign will run for a minimum of 30 days and 100,000 impressions.
- Audience: target the audience for MPI or PYM, or both databases.
- Metrics: access a reporting dashboard to monitor campaign performance.
- Cost: campaigns for both MPI and PYM have a CPM of $25. For example, a three-month, 300,000 impression campaign would cost $7,500.

Targeted Email Marketing

Through MPI's Member Engagement program, supplier partners who are MPI Premier members* have the ability to target specific MPI planner members with email campaigns based on their geographic and/or demographic characteristics.

Premier Supplier Partners can choose from many Planner segment options

- MPI member geographic location
- Areas where events are planned
- Position Level
- Primary Business/Industry
- Budget Ownership
- Size of Events (number of attendees)
- Types of Facilities Used/Types of Meetings

Behavioral Email Marketing

Available in 1, 2 or 3 part campaigns, MPI Premier supplier partners can select a targeted email list for the initial communication and then follow up with one or two additional timed, creative messages targeted to those who:

- Opened the initial email
- Clicked on a link in the initial email
- Did not open the initial email

Email Marketing Rates

1 market segment - $2.00/name
Each additional segment - $0.50/name
(Minimum 2,000 names)

Behavioral Email Marketing Rates

2nd creative - $3.00/name
3rd creative - $4.00/name
(No minimums)

*Targeted and Behavioral Email marketing is only available to Partners who are also MPI Premier members. Please contact your Director of Business Development for additional information.

Sponsorships

Influential sponsorships build relationships.
Align your brand with the MPI programs best suited to your business strategy. The creative possibilities to engage planners and event attendees are nearly unlimited.

Signature Events

MPI offers three exceptional signature events for you to engage the industry's top meeting and business event professionals: MPI's **World Education Congress** (WEC), held in Las Vegas, June 19-22, 2017; MPI's **European Meetings and Events Conference** (EMEC), held in Granada, Spain, March 5-7, 2017 and **IMEX America** held in Las Vegas, October 10-12, 2017. WEC and EMEC bring MPI current and potential members together from around the globe for education, networking and to get business done. And, as IMEX America's sole strategic partner and premier education provider, MPI offers you a variety of events and education sponsorship opportunities starting with Smart Monday, powered by MPI—a full day of education kicking off the tradeshow the following day.

MPI Exchange

To go where hosted buyer is now: MPI Exchange successfully brings the industry's best qualified planners and top suppliers together to get business done. Through productive face-to-face meetings, you can solidify your sales pipeline, build lasting relationships and experience valuable ROI. This program attracts planners that source events for top fortune 500 companies in the technology, life science, association, corporate and consumer good sectors. Participating suppliers rate the MPI Exchange extremely high with qualified leads generated 100 percent of the time.

Partner Events

MPI partners with many event organizers throughout the year offering notable education and networking opportunities. Take advantage of our relationships and sponsor an event in a different industry sector. Speak with your Director of Business Development to create a custom strategy for maximum audience engagement

WEC 2017 World Education Congress June 19-22 • Las Vegas • MGM Grand MPI

EUROPEAN MEETINGS & EVENTS CONFERENCE 5-7 MARCH, 2017 GRANADA | SPAIN MPI

MPI exchange

100%

SUPPLIER PARTICIPANTS GENERATED NEW BUSINESS OPPORTUNITIES AND BROUGHT QUALIFIED LEADS BACK TO THEIR BUSINESS..

MPI'S PARTNER EVENTS:

ibtm ibtm world · incentiveworks CANADA'S MEETINGS + EVENTS SHOW · imex · HSMAI's MEET NATIONAL · CBI MEDICAL MEETINGS

Sponsorships

Available in-person only.

Influential sponsorships strengthen brand loyalty.
Further enhance your brand image when you develop relationships with our members through participation in custom solutions.

PYM Live

While ensuring only qualified meeting and event planners are invited, events are designed to be intimate and nurture relationships between our planners and partners. Featured in multiple cities each year, all events include our signature innovative education experiences.

PYM Lead Generation

All Partners who spend at least $25K in PYM programs are automatically included in our lead generation program. We gather data on our planners' booking tendencies through a variety of channels; contact information for the ones who match your preferred profile will be provided upon request.

Thought Leadership

Whether knowledge seekers come to a live event, conference or log onto your website, the need exists to create content outside the normal expectations. Planners seeking to further their careers look to White Papers, on-going research projects, webinars, events and more to sharpen their skills and create memorable experiences. That's where partnering with MPI makes sense. New for 2017, Planner Toolbox allows you to provide accredited White Papers to planners.

Research

Conducted in person at multiple events and through the use of surveys and collaborative meetings, MPI works with you to define a trajectory in line with your goals and mission statement while gathering psychological, emotional and behavioral data at a minimum of two (2) of your customer events.

Meetings Outlook™

Align your brand with the most important intelligence tool for meeting and event planners. Offered quarterly through The Meeting Professional® magazine, MPI's Meetings Outlook is a robust, forward-looking research report that offers a unique perspective by the meeting and event industry through the eyes of the professionals. Winner of the Gold: AZBEE Award for Original Research.

PYM Live Education

PYM Live are half day events offering our Partners face-to-face connections with end user corporate meeting planners from emerging businesses and verticals around the country.

- San Francisco, CA – Feb. 2017
- Atlanta, GA – March 2017
- Chicago, IL – April 2017
- Austin, TX – May 2017
- Charlotte, NC – June 2017
- Raleigh, NC – June 2017
- Denver, CO – July 2017
- New York, NY - Aug. 2017
- Dallas, TX - Sept. 2017
- San Diego, CA – Oct. 2017
- Houston, TX – Nov. 2017

For details visit -
planyourmeetings.com/events

MPI Academy

Professionals seeking ways to transform and distinguish themselves lean toward efficient learning models. That's especially true in the meeting and event industry. Their livelihood depends on providing the highest levels of engagement at all of their events, therefore, seeking innovation and utilizing best practices is instinctive. To find a comprehensive resource capable of fulfilling that need, they need look no further than MPI Academy.

Certificate in Meeting Management
Focused on the strategy and business of events, the CMM program is crucial for career advancement and professional recognition.
Available in-person only.

Healthcare Meeting Compliance Certificate
Compliance regulations, laws and techniques for managing healthcare meetings.
Available in person or online.

Certified Meeting Professional Healthcare Prep
The CMP-HC Prep Course provides the knowledge and resources essential to prepare for CMP-HC certification.
Available in-person only.

Sustainable Meeting Professional Certificate
The only sustainable meeting planning tool certified by iCompli Sustainability.
Available in-person or online.

Meetings and Events at Sea
Explore the advantages of hosting events on cruise ships as opposed to traditional venues.
Available in-person or online.

Sustainable Practitioner Certificate
Designed for those in a practical sustainability role, this course covers the basics, including why it's important for the event industry.

MPI Academy

Professionals seeking ways to transform and distinguish themselves lean toward efficient learning models. That's especially true in the meeting and event Industry. Their livelihood depends on providing the highest levels of engagement at all of their events, therefore, seeking innovation and utilizing best practices is instinctive. To find a comprehensive resource capable of fulfilling that need, they need look no further than MPI Academy.

Meeting Essentials

Robust programs for novice and mid-level meeting and event professionals who want to enhance their skills and competencies.
Available in-person only.

Basics Boot Camp: Meeting Fundamentals

An educational program for professionals who need the skillset for occasional oversight of meetings and events.
Available in-person only.

Going Local

Learn how to leverage a sense of location to create more effective meetings and events.
Available in-person only.

Venue Sales Certificate

Focus on the foundational areas of your sales process and discover how to turn them into impactful sales tools that position y our venue for more wins.
Available in-person or online.

Private Training Solutions

MPI Academy can offer any training or certificate program from our catalog in a private session at your location. Industry-specific education provides a great way to invest in your employees and gain tangible results such as increased employee engagement, improved productivity and higher retention.

Send

Easy Steps for file submission.

Advertising File Submission Requirements

1. Please submit digital ads in high-resolution PDF format along with corresponding URL to publications@mpiweb.org. Upload via FTP available upon request.
2. All materials should be 300 dpi or higher resolution, in CMYK color (no RGB).
3. To ensure your materials are in spec with our requirements we will review your materials and alert you in a timely fashion of any issues preventing execution of your ad.
4. We ask that you submit materials to MPI 7 -10 days in advance of your ads' start date so that we may review before launching on the first of the month (*ideally) and give you a chance to make minor corrections if needed.
5. For assistance or to answer any questions you may have about sponsorship and advertising, please contact your Director of Business Development, listing located below.
6. Send any pertinent materials to:
   Advertising Department
   Meeting Professionals International
   2711 LBJ Freeway, Suite 600
   Dallas, TX 75234
7. All files & inquiries can be directed to publications@mpiweb.org or to your Director of Business Development, listing located on final page.

Contact

Reaching the best community is as simple as reaching out to us.

Talk to us about effective, affordable ways to reach approximately 17,000 engaged members of the largest and most influential professional association for the meeting and event industry. We'll help you plan a strategic program that will get you noticed, increase leads, and help you meet audience engagement and sales goals.

Darren Temple
Chief Business Development Officer
Email: dtemple@mpiweb.org
Phone: +1.972-702-3042

Bernie Schraer
Vice President of Revenue and Channel Development
Email: bschraer@mpiweb.org
Phone: +1.201.232.4541

Evan Casey
Vice President of Sales
Email: ecasey@mpiweb.org
Phone: +1.404.405.7667

Cheryl Hatcher
Vice President of Business Development
Territories: Caribbean, CT, DC, DE, FL, GA, MA, MD, ME, PA, NH, NJ, NY, RI, VT
Email: chatcher@mpiweb.org
Phone: +1.772.800.3205

Katri Laurimaa
Director of Business Development
Territories: AL, AR, CO, IA, IL, IN, KS, KY, LA, MI, MN, MO, MS, MT, NC, ND, NE, NM, OH, OK, SC, SD, TN, TX, UT, VA, WI, WV, WY
Email: klaurimaa@mpiweb.org
Phone: +1.817.251.9891

Angie C. Kimmel
Director of Business Development
Territories: Dominican Republic, Mexico, AK, AZ, CA, HI, ID, NV, OR, WA
Email: akimmel@mpiweb.org
Phone: +1.636.273.5816

Susan Prophet
Director of Community - Canada
Email: sprophet@mpiweb.org
Phone: +1.905-815-1381

Susan Fox
Director of Business Development
Territories:PYM and MPI National
Email: sfox@mpiweb.org
Phone: +1.972.989.6617

Adriean Childree
Business Development Coordinator
Email: achildree@mpiweb.org
Phone: +1.678.588.5601

Federico Toja
Director of Chapter Business - Europe
Email: ftoja@mpiweb.org
Phone: +33.610245377

Tony Fundaro
Sr. Director of Development, MPI Foundation
Email: tfundaro@mpiweb.org
Phone: +1.214.862.1418

Shalynn Robinson
Director of Partner Fulfillment
Email: srobinson@mpiweb.org
Phone: +1.972.702.3083

2711 LBJ Freeway, Suite 600 Dallas, TX 75234-2759
Phone: 972.702.3000 **Fax:** 972.702.3089

www.MPIweb.org

© Copyright 2017. Meeting Professionals International, Dallas, Texas, USA.
All rights reserved.